

NORTH SOUTH UNIVERSITY
SCHOOL OF BUSINESS, BBA Program
Course Title: Business Communication

Course Code: BUS251	Semester: Summer 12	Section: 6 & 7
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Instructor: T.M. Taufique Hossain (TMT)
Office: NAC 866
Class Room: NAC207
Office Phone: 8852000 Ext: 1744

Class Time: MW 2:40 – 4:10 & MW 4:20 – 5:50
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Introduction:

The focus of Business Communication 251 is to develop practical skills in the writing of proposals, reports and presentations. Course activities include planning, organizing and formatting documents for different audiences and purposes; providing appropriate graphic support; and developing speaking skills appropriate to presentations and interviews. Also a part of the course will deal with discussing about career, resume writing and methods of increasing the likelihood of being selected by employers.

This module is a compulsory module for students of Bachelor of Business Administration in North South University. It is worth 3 credits if successfully completed. The module is assessed by class & home assignments, two examinations, one individual presentations and a final report.

Objectives

- Understanding the fundamentals of good communication and developing core communication strength.
- Plan, write and edit clear and appropriate messages in reports and proposals.
- Presenting ideas clearly and convincingly whether in formal or informal settings
- Make an oral presentation based on written work.
- Apply communication and persuasion strategies in employment communication.
- Use graphs, charts and displays to enhance written and oral communications.
- Build a strong CV directed towards the career of choice.
- Gain knowledge and understanding about workplace behavior and how to excel in the corporate environment.

For this module, students are required to purchase:

Business Communication Today – Bovee & Thill (10th edition)

Module Delivery Structure:

The following table summarizes the topics within Business Communication, which we shall be covering:

Part 1: Understanding the foundations of business communication.

Part 2: Applying the three steps writing process.

Part 3: Planning, writing and completing reports and proposal.

- Workshop: Different techniques of MS Office Word to write reports and proposals in a professional manner.

Part 4: Writing letters, memos, e-mails, and instant messages.

Part 6: Designing & delivering oral presentation.

- Workshop: Using various presentation applications to prepare good presentation slides.
- Workshop: Different techniques that can be used to make your presentations better.

Part 7: Writing employment messages and interview for jobs

- Workshop on writing CVs and cover letters
- Workshop on using social media, and blogs to increase your marketability.
- Workshop on techniques to improve interview session.

*Outline is subject to change and should be viewed as a guideline.

MARKS DISTRIBUTION:

Component/Coverage	Weights
Mid	15%
Final	20%
Class/Home Assignments	25%
Individual Report	15%
Individual Presentation	15%
Class Participation	5%
Attendance	5%

A	A-	B+	B	B-	C+	C	C-	D+	D	F
93	90	87	83	80	77	73	70	67	60	<60

COURSE POLICY:

Mid Term & Final:

There will be only one midterm and a final. Midterm & Final exams will consist of MCQs and some topic to write on. However, instructor will decide the question pattern and it will be discussed in the class before the exams.

Make-up exam:

Make-up exam is only allowed for mid terms. Students have to show medical emergency with proper documentation. Keep in mind that make-up exam will definitely be lot harder than the actual exam.

Class & Home Assignments

Each week there will be a class or home assignment. Assignments may be in form of small group presentations, interview simulation, debate, writing on a topic etc. The instructor will decide whether the assignments will be done in groups or individually. Students are advised to form different groups for different assignments. Forming the same group twice in 'group assignments' will result in mark deduction.

Report & Presentation:

There will be one report to write and one individual presentation on that report. Students should follow the techniques taught in the class to prepare the presentations and the report. The topic of the presentation and the reports will be discussed in later classes.

Attendance & Class Participation:

Students need to be present in all the classes if he or she aspires a good grade. All students will get 5% marks if they do not miss more than 3 classes in the semester. However, missing more than 3 classes will lead to a 0 in class attendance.

Class participation is different from class attendance. As this is a communication course, students should practice participating in class discussions. Logical, creative and innovative participation will lead to 5% marks. In addition to this class behaviour and punctuality will also affect this mark.

Plagiarism, Cheating, etc.

Offences in this area can result in getting an F in the course.

Creativity, Originality, Team Work:

Creative and innovativeness in work will be highly appreciated and will result in good grades. Please do not expect an A or A (minus) without showing creativity or teamwork in the group works.

“Good luck and have a wonderful semester”